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# stash09



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# stash

DVD MAGAZINE 09



STASH MEDIA INC.

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Toolkit: 3DS Max, Inferno

Music: TREVOR MORRIS,  
Media Ventures, Santa Monica

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The best moments of this job have little chills attached. I'm talking about the goosebump action triggered by the discovery of fresh, exceptional, non-derivative, transcendent or just shockingly well executed projects capable of slapping loose your cynicism. These little jolts are magnified several fold when the source of that talent is a director or studio that has, seemingly, leapt from obscurity onto your optic nerves ready for world-wide prime time.

Stash 09 is a virtual bucket of finger-licking morsels from talent you've probably never heard of. Start with our cover project; an ambitious and tightly executed mix of design and maniacal photo-real rendering from Visual Art, the Stockholm-based studio profiled on our back page. But wait, there's more: Our lead-off spot from The Glue Society and The LaB, the anti-smoking PSA spec from director/VFX artist Paul Santana, a Nike in-store video from Amsterdam's PostPanic and two truly twisted pieces from Dutch director Han Hoogerbrugge.

And speaking of brilliant new talent – judging for the 2005 Global Student Animation Awards gets underway this month. Check the GSAA site at [www.stashmedia.tv/GSAA](http://www.stashmedia.tv/GSAA) over the summer for semi-finalist and finalist announcements. Winners will be declared in Stash 13 this September.

Stephen Price

New York

June 2005

[sp@stashmedia.tv](mailto:sp@stashmedia.tv)

stash 09.01

**CANON DIG!C "RODEO"**  
**TVC :30**

**Agency:**  
**LEO BURNETT, SYDNEY**

**Director:**  
**THE GLUE SOCIETY**

**Production:**  
**@RADICAL MEDIA, SYDNEY**

**VFX:**  
**THE LAB**  
[www.thelabsydney.com.au](http://www.thelabsydney.com.au)

Directing team The Glue Society join fellow Australians the LaB to create a spot which may loosen your grip on what is real and what is not. To make a point about the sharpness of Canon's new IXUS 40 digital still camera, the live action cowboys and rodeo clowns were dressed in foam 'boxolated' costumes and shot reacting to a real bull and rider. The CG bull and rider were animated to match their real-world counterparts with digital dust effects and matte paintings completing the illusion.



**For Leo Burnett**

CD: Glen Ryan  
Creatives: John Kane, Derek Green, Matt Smith, Luke Crethar, Matt Devine  
Producer: Brenden Johnson

**For @Radical Media, Sydney**

EP: Loewn Steel

**For The Glue Society**

Producer: Peter Kearney  
DP: Keith Wagstaff

**For the LaB**

Producer: Tina Braham  
Inferno: Matthew Unwin  
Lead animator: Alex Goodwin  
Dust VFX: Kevin Blom  
Matte painter: Thomas Kaiser  
Colourist: Dave Hollingsworth



#### **For Element 79 Partners**

Producer: Nicky Furno  
AD: Tom Wilson  
Copy: Dave Boensch

#### **For Smuggler**

DP: Emmanuel Lubezki  
EP: Brian Carmody  
Producer: Paul Ure

#### **For PS 260**

Editor: Maury Loeb

#### **Toolkit**

Houdini, Lightwave, Maya, CySlice,  
Track, Nuke (Digital Domain  
Proprietary software), Flame

#### **For Digital Domain**

Sr. VP of production: Ed Ulbrich  
EP: Gabby Evans  
VFX super: Brad Parker  
HOP: Michael Pardee  
Producer: Stephanie Gilgar  
VFX coord: Susan Long  
CG supers: Nikos Kalaitzidis,  
Karl Denham  
Flame: Jonny Hicks, Anita  
Razzano  
Pre-vis: John Allardice  
Digital artists: David Chan, Janelle  
Croshaw, Dan Fowler, Hammer  
Chu Wai Ho, Brandon Perlow,  
John Riggs, David Rindner,  
Doug Wilkinson

TDs: John Cooper, Daniel Maskit  
Tracking/integration: Marco  
Maldonado  
Roto: Stephen Edwards, Eddie  
Gutierrez, Dolores Pope

#### **GATORADE "SHATTERED"**

**TVC :30**

#### **Agency:**

**ELEMENT 79 PARTNERS**

#### **Director:**

**BRIAN BELETIC**

#### **Production:**

**SMUGGLER**

#### **VFX:**

**DIGITAL DOMAIN**

[www.d2.com](http://www.d2.com)

Digital Domain is all broken up over the launch of Gatorade's new Endurance Formula. The over-parched athletes were digitally scanned on location during the live action shoot in Sao Paulo, Brazil. Back at the DD studios in Venice CA, each character was rigged and roto-animated to plate photography in Maya with the athlete shattering and rigid body dynamic simulations completed in Houdini. Surfacing and lighting were done in LightWave.

**Read more about this project  
at [www.stashmedia.tv/09\\_02](http://www.stashmedia.tv/09_02).**

**Check the Behind the Scenes  
feature on the DVD for more on  
this project.**



**DOMESTOS**  
**"MULTIPLICATION"**  
**TVC :30**

**Agency:**  
**LOWE**

**Client:**  
**UNILEVER**

**Director:**  
**RUSSELL BROOKE**

**Production/animation:**  
**PASSION PICTURES**  
[www.passion-pictures.com](http://www.passion-pictures.com)

The new TV campaign for the Domestos brand of household cleaners continues with another brilliantly disgusting 3D wise guy designed by illustrator and comic book artist Richard Dolan. This episode finds the germ-land tough guy pondering his eminent death in the corner of your shower.

The dribbling, fizzing, steaming backgrounds where shot live action and composited with the CG characters to complete that cozy down home feel.



**For Lowe**

AD: Greg Milbourne  
Copy: Jason Fretwell  
Producer: Sarah Hallatt

**For Passion Pictures**

Producer: Cara Speller  
Character design: Richard Dolan, Mike Koeltzsch  
CG modelling: Robin Konieczny, Matt Westrup  
Rigging: Mark Wilson, Morgan Evans  
CG lighting/textures: Stuart Hall, Nikos Gatos  
CG animation: Bart Boirot, Russell Brooke, Matt Everitt  
Compositing: Neil Reilly, Stuart Hall, David Lea  
TD: Mark Wilson  
VFX super: Chris Knott, Neil Reilly  
Editor: Jamie Foord

**For 750 mph**

Sound design: Gary Walker

**Toolkit:**

XSI, Mental Ray, Combustion





**For DDB Sydney**

Producer: Sean Ashcroft  
AD: Michael O'Rourke  
Copy: Misha McDonald

**For @radical**

Producer: Julianne Shelton

**For Animal Logic**

EP: Jacqui Newman  
Producer: Nerissa Kavanagh  
Line producer: Pip Malone  
VFX super: Andy McKenna  
Lead compositor: Andy McKenna

Assist compositor: Nick Ponzoni  
3D lead: Will Reichelt  
3D animation lead: Michael Mellor  
3D lighting lead: Andrew Lodge  
3D team: Paul Braddock, Brett Margules, Tristan Lock, Tom Bardwell, David Hansen, Paul Jakovich  
Editor: Drew Thompson

**Toolkit**

Inferno, Maya, PR Man

**ENERGIZER "FREEWAY"  
TVC :30**

**Agency:**  
**DDB, SYDNEY**

**Director:**  
**BRUCE HUNT**

**Production:**  
**@RADICAL**

**VFX/animation:**  
**ANIMAL LOGIC**  
[www.animallogic.com](http://www.animallogic.com)

The latest adventure of NRG, the 3D character at the center of the ongoing Energizer campaign, references action cues from The Matrix: Reloaded and the Indiana Jones series. Created for the New Zealand and South-East Asia markets, the commercial packs 30 VFX shots into 30 seconds with Animal Logic creating the character and sundry 3D bits like traffic cones, flying debris, a bridge and tunnel as well as live action composites of smoke, sparks and heat haze.

**Read more about this project  
at [www.stashmedia.tv/09\\_04](http://www.stashmedia.tv/09_04).**

**Check the Behind the Scenes  
feature on the DVD for more on  
this project.**

stash 09.05

**GIZMONDO "BUMBLEBEE"**  
**TVC :30**

**Agency:**  
**MOTHER**

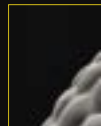
**Director:**  
**JOHAN RIMER**

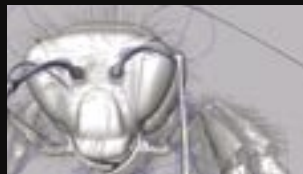
**Animation:**  
**VISUAL ART**  
[www.visualart.se](http://www.visualart.se)

This all-CG spot for Gizmondo's handheld gaming/music/movies/camera/texting device was created in five weeks by animation and post house Visual Art. The Stockholm-based studio employed Joe Alter's Shave and a Haircut software to place a million hairs on the bee which was modeled after a real *Bombus terrestris* borrowed from the Swedish Museum of Natural History. The 30 second project took a week to render with some frames topping out at eight hours.

**Check out the Behind the Scenes feature on the DVD to see the animatic.**

**Read a profile of Visual Art on the StashLIFE page at the back of this book.**





### For Visual Art

CD/lead 3D: Johan Rimér  
 Producer: Johan Sjöstedt  
 Project manager: Frida Färlin  
 Project assistant: Eva Mautino  
 3D: Niklas Ström, Mattias Forsstöm, Daniel Rodén, Kim Hellgren  
 2D: Niklas Nyqvist, Emnet Mulugeta, Dogge Artursson  
 2D/editor: Kalle Lundberg  
 Flame: Jens-Peter Sjöberg

### Toolkit

Maya, Renderman, Mental Ray, After Effects, Flame, Shake, Joe Alter's Shave and a Haircut



stash 09.06

**DIRECT TV “NO BALL”,  
“NO TEAM”**

**TVCs :30 x 2**

**Agency:**

**BBDO**

**ECD:**

**ERIC SILVER**

**Post/VFX:**

**CHARLEX**

[www.charlex.com](http://www.charlex.com)

Two deceptively simple spots based on actual game footage make the point your NCAA coverage is not complete without DirecTV. The tricky part here is once an element - the ball or the opposing players - is roto-scoped and handpainted out of a shot, what ever was behind that element has to be seamlessly recreated. Hands, faces, limbs, even the folds in a player's uniform were rebuilt from scratch, animated and composited a frame at a time by the Charlex Flame team.

**Check the Behind the Scenes feature on the DVD for more on this project.**



**For BBDO**

ECD: Eric Silver

Sr ADs: Rich Ardito, Grant Smith

Copy: Tom Christmann

AD: Jerome Marucchi

Producer: Ed Zazzera

**For Charlex**

ECD: Alex Weil

Flame: Joanne Ungar, Tony

Robbins, Jeff Heusser, Rick

Spain, Mike Mendizabal, Evan

Schoonmaker, Burtis Scott, Kevin

Quinlan, Philana Dias

VP/Flame artists: Greg Oyen,

Marc Goldfine

VP/sr editor: John Zawisha

Producer: Jenn Dewey

VP/EP: Adam Isidore

**Toolkit**

Flame



**AMERICAN LUNG  
ASSOCIATION "ODDS"  
PSA :30 (spec)**

**Director:**  
**PAUL SANTANA**

**Production/VFX:**  
**SUBLIMINAL PICTURES**  
[www.subliminalpictures.com](http://www.subliminalpictures.com)

Working with unsuspecting pedestrians, a budget under \$1000 and a desktop Mac running Photoshop and After Effects, director Paul Santana makes a gut-wrenching spec spot to drive home your chances of death by smoking. The shoot totaled one day of live action on the streets of downtown LA and a day of elements on green. As of press time new director Santana (<http://reel.paulsantana.com/?st>) is seeking representation but something tells us he won't be for long.

**Check the Behind Scenes feature on the DVD for more on this project.**

**For Subliminal Pictures**

Producer: Steven Gould  
Copy: Paul Santana, Steven Gould  
DP: Greg Daniels  
Editor: Tod Modisett  
VFX/CG: Paul Santana

**For Big Ears**

Sound design: Marc Levisohn,

**Toolkit:**

After Effects, Photoshop

**TOYOTA CAMRY “KNIVES”**  
**TVC :60**

**Agency:**  
**SAATCHI & SAATCHI, SYDNEY**

**Director:**  
**STEVE ROGERS**

**Production:**  
**REVOLVER FILM**

**VFX:**  
**ANIMAL LOGIC**  
[www.animallogic.com](http://www.animallogic.com)

Using Paul Thomas Anderson's frog deluge in *Magnolia* as a visual reference, Animal Logic creates a CG knife-storm nightmare for Toyota. Shot in Sydney over four nights using a hand held camera and long lenses in low light, the spot's significant tracking challenges were conquered by wielding boujou for the wide shots and brute force hand matching for close-ups.

**Read a detailed account of how this spot was produced at [www.stashmedia.tv/09\\_08](http://www.stashmedia.tv/09_08).**

**For Saatchi & Saatchi**

Producer: Scott McBurnie  
CD: 'Nobby' David Nobay  
AD: Peter Buckley  
Copy: Tim Brown



**For Revolver Film**

Director: Steve Rogers  
Co-producer: Georgina Wilson

**For Animal Logic**

Producer: Sarah Beard  
Line producer: Pip Malone  
VFX super: Andy Brown  
Lead compositor: Leoni Willis  
Compositors: Andy McKenna,  
Mark Robinson  
3D team leader: Nathan Mitchell  
3D team: Alwyn Hunt, Andrew

Lodge, Bhakar James, Jeremy  
Howdin, Michael Mellor, Paul  
Braddock, Steve Beck, Tom  
Bardwell, Tristan Lock, Brett  
Margules, Dylan Yeo, Gerrard  
Southam  
Designer: Thomas Diakomichalis  
Editor: Stewart Reeves (Guillotine)  
Audio: Human Music and Sound

**Toolkit**

Maya, PR Man, Flame, boujou

### For ATTIK

CD: Simon Needham  
Copy: Wayne Hanson  
Sr producer: Rudy Hanks

### For The Embassy

Co-director: Wilson Tang  
VFX producers: Winston Helgason,  
Nancy Mott  
VFX super: Simon Van de  
Lagemaat  
Compositing super: Stephen  
Pepper  
Lead CG: Ryan Cronin, Marc Roth  
Compositors: Jon Anastasiades,  
Brenda Campbell  
Editing: Matthew Griffiths  
3D: Jim Hebb, Dan Prentice  
DP: Daniel Ardilley

### Toolkit

Lightwave, Modo, Maya, boujou,  
K9, Shake, GenArts Sapphire,  
Framecyclr, Brains, Eyes, Hands,  
Computers

### For Circle Productions

Editor: Mathew Griffiths

### For Mo-phonics

Composer: Zach Corbell



**SCION**  
**"WHAT MOVES YOU TC"**  
**TVC :30**

**Agency:**  
**ATTIK**

**Co-directors:**  
**ROB DUPEAR, SIMON**  
**NEEDHAM, WILSON TANG**

**VFX/animation:**  
**THE EMBASSY**  
[www.theembassyvfx.com](http://www.theembassyvfx.com)

Attik and Vancouver-based The Embassy combine forces in this latest frenetic and stylin' effort for Scion. The spot uses CG to effectively push the mass-customization options offered by the tC model. All shots, except the interior gearshift/ stereo transformations and the sunroof flythrough, are computer generated.

**Check the Behind the Scenes feature on the DVD for more on this project.**



**MTV "MAKING THE BAND 3"**  
**TVCs :15 x 3**

**Client:**  
**MTV NETWORKS**

**Director:**  
**MATT LENSKI**

**Production/VFX:**  
**CLICK 3X**  
[www.click3x.com](http://www.click3x.com)

For this series of spots promoting Sean Combs' stab at molding the next all-female pop phenom, Manhattan's Click 3x harvests dialogue from the reality TV show and feeds it to baby chickens filmed on miniature sets. With only two weeks to turn the spots around, Click 3x decided against a CG solution working instead in Flame to tweak the birds' eyes for appropriate expressions and replace the bottom half of the their beaks with a digital element.

**Read more about this project**  
**at [www.stashmedia.tv/09\\_10](http://www.stashmedia.tv/09_10)**



**For MTV Networks**

Sr VP OAP: Kevin Mackall

VPs OAP: Joe Ortiz, Amy

Campbell

Director: Matt Lenski

Copy: Soo-hyun Chung,  
Matt Lenski

Producer: Seyi Peter Thomas

DP: Todd Antonio Somodevilla

**For Click 3X**

Editor: Rob Campbell

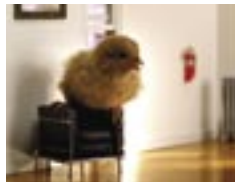
Sr VFX: Mark Szumski

EP: Jason Mayo

Title design: Zack Kinney

**Toolkit**

Flame





**VH1 CLASSIC “MATZO AND METAL” OPEN**

**Broadcast design**

**Client:**  
**VH1 NETWORKS**

**Director:**  
**AARON STEWART**

**Animation:**  
**HORNET INC.**  
[www.hornetinc.com](http://www.hornetinc.com)

Mixing popsicle sticks and cotton balls with plagues and pestilence, director Aaron Stewart creates a perfectly ridiculous open for this VH1 special about Jewish 80's hair bands (Anthrax, Mountain, Twisted Sister) celebrating Passover and watching classic videos. Oy vay.

**For VH1 Networks**  
CD: Jim Fitzgerald  
AD: Rob Grobengieser  
Producer: Gary Encarnacion

**For Hornet Inc.**  
EP: Michael Feder  
Producer: Hana Shimizu  
Animator: Efrain Cintron

**For Compound**  
Music/sound design: Scott Pittinsky, Xandy Barry

**Toolkit**  
After Effects, Flash, Photoshop, Illustrator

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## KERRANG! IDs Broadcast Design x 4

**Client:**  
**EMAP PERFORMANCE LTD**

**Director:**  
**JAMIE BALLIU**

**Production:**  
**ACADEMY FILMS**

**Animation:**  
**CONKERCO**  
[www.conkerco.com](http://www.conkerco.com)

Conkerco brands The Kerrang! music channel with a subversive nod to 1970's British government information films like the *Sammy the Squirrel* road safety series and the nuclear fallout campaign *Protect Yourself!*. The London-based studio seamlessly merge 2D characters with 3d environments while carefully recreating the mistakes in timing, camerawork and character movement endemic to the educational oeuvre. Patrick Allen, the voice of the original films, supplies the mellifluous VO.

Animation director/AD/Animation/  
Editing/Post: Conkerco

**Toolkit**  
Maya





## **RADIO DISNEY "WHERE THEY CAN HEAR ME"**

**Branded music video**

**Client:**  
**RADIO DISNEY**

**Director:**  
**DAVE FOSS**

**Production/VFX/animation:**  
**KA-CHEW!**

[www.ka-chew.com](http://www.ka-chew.com)

The mouse house locks onto the 6-11 kids' demo with this way-kooky branded music video for the Radio Disney brand. Working from the commissioned track, Ka-chew! creates an animated band and environments from still images. The video is featured as a theater trailer, on DVD packaging, Disney branded channels, cross channel buys, broadband and trade outs with local broadcasters. The song *Where They Can Hear Me* is in rotation on, surprise, Radio Disney.

For Ka-chew!

Animators: Ariel Martian, Matthew Hale  
Element prep: Songgu Kwon, Doug Lussenhop  
On-Line Smoke editor: Jesse Morrow  
Producer: Kristina Schoentag

Toolkit:

After Effects, LightWave, Final Cut Pro, Photoshop, Illustrator





stash 09.14

**DISCOVERY LIFESTYLE  
NETWORK IDs  
Broadcast design X 2**

**Agency:  
JACK WATTS CURRIE**

**CD:  
FINNEGAN SPENCER**

**Design/animation:  
ENGINE**

[www.engine.net.au](http://www.engine.net.au)

Two IDs for Discovery Lifestyle Networks' male-targeted Real Time channel and part of a global image campaign produced by Sydney-based Engine to air in India, Latin America, Asia, the UK and Europe throughout 2005 with an initial audience of 70 million across 82 countries and 15 languages.

**For Engine**

CD: Finnegan Spencer

EP: Alastair Stephen

Sr producer: Celia Nicholas

2D animator/compositor:

Mark Boey

Sr CG: Nick Kaletorakis,

3D animators: Bernard Stock,

James McCallum

**Toolkit**

Maya, Mental Ray, After Effects,

Shake, Photoshop







**MTV “ADVANCE WARNING”  
SHOW OPEN AND CLOSER**  
Broadcast design x 2

**Client:**  
**MTV INTERNATIONAL  
NETWORKS**

**Creatives:**  
**PAUL BEDSER, DAVID  
CAMERON**

**Directors:**  
**PETER MOLLER, JAMES  
THOMPSON**

**Animation:**  
**BERMUDA SHORTS**  
[www.bermudashorts.com](http://www.bermudashorts.com)

The MTV show that scans the pop music horizon for notable newbies looks back to the late sixties for some *Yellow Submarine* styling. Character animation for these opening and closer sequences was produced in Flash with the backgrounds, camera moves and compositing completed in After Effects.

**For MTV Networks  
International**

SVP/creative: Cristian Jofre  
Creative: Peter Moller  
Illustration: Paul Bedser, Sparkview  
Design/animation: David Cameron

**For Bermuda Shorts**

Animator: James Thompson  
Character animator: Nick Brooks  
Producer: Jade Caffoor

**Toolkit**

Flash, After Effects

stash 09.16

## CINGULAR & MTV TRL

“LEVEL 1”

TVC :30

**Client:**

**MTV NETWORKS**

**Director:**

**JAMES PRICE**

**Animation:**

**TRANSISTOR STUDIOS**

[www.transistorstudios.com](http://www.transistorstudios.com)

The first of two spots in a cross promotion where you can interact with MTV's Total Request Live program via your Cingular cell service. Director James Price conceived the whimsical multi-level game world as a way to handle the volume of factual information required by the script. The spot was created from Price's illustrations with the environments animated in After Effects and the hero built and animated in Maya.



### **For MTV Networks**

CD: Jason Roth

Producer: Meg Sudlik

### **For Transistor Studios**

Design director: James Price

AD: Jonathan Cannon

3D: Joao Amorim

EP: Damon Meena

Producer: Curtis Mead

### **Toolkit**

After Effects, Final Cut Pro,  
Photoshop, Illustrator, Maya

**FFC AUSTRALIA ID**  
**Cinematic motion design**

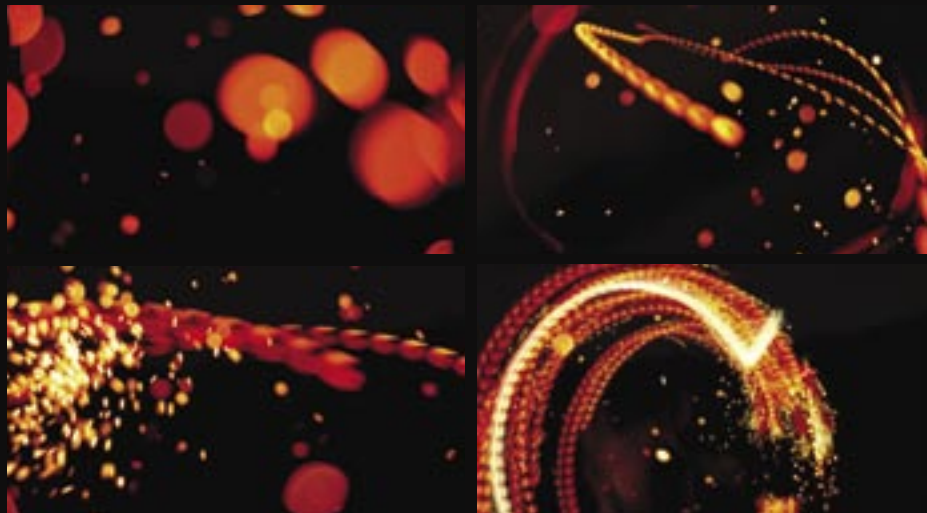
**Client:**  
**FILM FINANCE CORPORATION**  
**AUSTRALIA**

**Director:**  
**DAEL OATES**

**Production:**  
**ANIMAL LOGIC**

**VFX/animation:**  
**ANIMAL LOGIC**  
[www.animallogic.com](http://www.animallogic.com)

Director Dael Oates locked onto the element of fire as the one metaphor that could embody the spirit of storytelling on the vast and varied southern continent. The sequence imagines a storyteller painting the FFC logo in the night air with burning embers from the communal fire. The live action elements were filmed at Fox Studios in Sydney and composited at Animal Logic. The sequence will screen in Australian cinemas before films financially supported by the FFC.



**For Animal Logic**

Designer: Dael Oates  
Lead compositor: Mark Robinson  
Editor: Dael Oates  
Producer: Caroline Renshaw  
Design assistant: Marianne Khoo  
Prod assistant: Nathan Thompson

DP: Tom Gleeson  
Audio: Supersonic

**Toolkit**

After Effects, Inferno

## TED2005 CONFERENCE OPENERS

### Event motion design

#### CDs:

**JAKOB TROLLBACK, JOE  
WRIGHT**

**Production/design/VFX:  
TROLLBACK + COMPANY**

[www.trollback.com](http://www.trollback.com)

The TED conference in Monterey, CA is an annual mecca for high-end hipsters and heavy thinkers in the fields of technology, entertainment, and design. Through a variety of filmmaking techniques including high-speed photography for *Water*, computer-generated algorithms for *Fire* and time-lapse for *Air*, Trollbäck + Company designed and produced these four main opens and fifty-two shorter pieces to intro the conference speakers.

#### For TED2005

Curator: Chris Anderson

Content producer: Kelly Stoetzel

PR: Jessica Switzer

#### For Trollbäck + Company

CDs: Jakob Trollbäck, Joe Wright

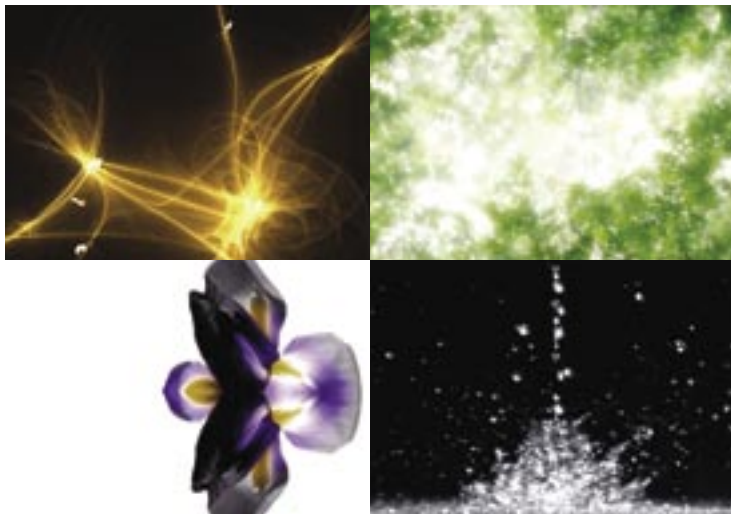
AD: Todd Neale

Lead designer: Tolga Yildiz

Designer: Jonathan Gershon

Jr designer: Emre Veryeri

EP: Elizabeth Kiehner



#### For Sacred Noise

Music/sound design: Michael  
Montes

#### Toolkit:

After Effects, Photoshop, Illustrator

**SONY PLAYSTATION 2 "GODS",  
"MONSTERS"**

**TVC :30 X 2**

**Agency:**  
**TBWA\CHIAT\DAY**

**Directors:**  
**BROTHERS STRAUSE**

**VFX/animation:**  
**HYDRAULX**  
[www.hydraulx.com](http://www.hydraulx.com)

With *God of War* rated the second most popular game in the US, directing duo Brothers Strause wanted to be sure the action in these spots was true to the players' experience. The characters, built on actual game data assets, were imported into Maya, animated, then projected onto the walls of the sets to create their ghostly appearance. Those sets included a 30 inch high miniature of the Parthenon built at Universal Studios. Wide shots and set extensions were built from 2,000 11 MP stills shot by the directors on location in Athens. Post for both spots spanned less than two weeks.



**For TBWA\CHIAT\DAY**

CD: Jerry Gentile  
Copy: Gage Clegg  
AD: Dana Markee  
Producer: Lorraine Krause

**For Hydraulx**

VFX: Brothers Strause  
VFX super: Chris Watts

**Toolkit**

Inferno, Maya, Canon 1DS

stash 09.20

## THE CHEMICAL BROTHERS "BELIEVE"

Music video

**Record Label:**  
**VIRGIN RECORDS**

**Directors:**  
**DOM & NIC**

**Production:**  
**FACTORY FILMS**

**VFX:**  
**FRAMESTORE CFC**

[www.framestore-cfc.com](http://www.framestore-cfc.com)

During the shoot for the Renault 'Hector's Life' spot (Stash 07) Framestore CFC and directing team Dom & Nic shot tests using Mini DV. Intrigued with the feel and hand held look of the digital footage, the directors chose to use the format for this narrative promo that would have been too expensive in 35mm. With over 30 CG shots to do in a compressed schedule, senior TD Chris Syborn used Maya's dynamic hair tools to handle the secondary motion required by the robot's tail of cabling and wires. The final composite was completed in two weeks.



### **For Factory Films**

Producer: John Madsen

### **For Framestore CFC**

VFX super: Ben Cronin  
CGI super/TD: Andy Boyd  
3D animators/TDs: Jamie Isles,  
Chris Syborn, Nicklas Andersson,  
Alex Doyle, Howard Sly, Anders  
Thonell, Don Mahmood, Dean  
Robinson, Kate Hood, Jake  
Mengers, Rob Holder  
Sr Inferno: Ben Cronin  
Inferno: Chris Redding  
Post producer: Rebecca Barbour  
Line producer: Linda Francini

### **Toolkit**

Image Based Lighting with Mental  
Ray, Maya, Inferno



**BARLOW "PERFECT WAVE"**  
Music video

**Record Label:**  
**SONY BMG**

**Director:**  
**STEPHEN SCOTT**

**Production:**  
**SPY FILMS**

**VFX/animation:**  
**LOOPMEDIA**  
[www.loopmedia.com](http://www.loopmedia.com)

Toronto's Loopmedia gets all crazy and stuff in this dense and frenetic visual assault for hometown band Barlow. Using a combination of HD and 3D animation gave the production team more options says CD Craig Kirkham, "Our goal was to create something that would capture the stream-of-conscious style of the song's lyrics and maintain Barlow's high-energy performance. HD enabled us to zoom in and pan around without losing resolution."

**For Spy Films**  
EP: Richard Cureton

**For Loopmedia**  
CD/partner: Craig Kirkham  
Sr producer: Tony Graham

**Toolkit:**  
Maya, Combustion, After Effects



**“RAINY DAY FUN FOR  
CHILDREN AGES 6 AND UP”**

Short film

**Director:**

**JAKE PORTMAN**

**Design/animation:**

**NOTACTUALSIZE**

[www.notactualsize.net](http://www.notactualsize.net)

A 1970s children's activity book comes to hallucinogenic life in this personal project from British designer/director Jake Portman who currently pays the bills as a mograph man in L.A. Based on an idea he has nursed since college, Portman says he started building elements on evenings and weekends late last year, “About mid-January I realized I'd got absolutely nowhere and took 3 weeks off to finish it up.” The track came courtesy of musical collaborators Braincloud.

**For notactualsize**

Design/animation: Jake Portman

Music: Braincloud

**Toolkit**

After Effects, Cinema 4D,  
Illustrator, Photoshop,





### **For Nike Brand Design EMEA**

Brand director: Mike Tiedy  
Film and TV director: Bas van Koll  
Producer: Nicola Finn

### **For PostPanic**

Director: Mischa Rozema  
Producer: Ania Markham  
CDs: Mischa Rozema, Jules Tervoort, Mark Visser  
Design/animation: Mischa Rozema, Jules Tervoort, Mark Visser  
Sr 3D: Ivor Goldberg

Motion Capture: Giant Studios  
(USA)

Composer/sound design: Milk Bar,  
Amsterdam

### **Toolkit**

3DS Max, After Effects, Illustrator,  
Photoshop, Swift 3D, Final Cut Pro



### **NIKE “LOOK GOOD BE BAD” In-store video**

**Client:**  
**NIKE BRAND DESIGN EMEA**

**Director:**  
**POSTPANIC**

**Production/animation:**  
**POSTPANIC**  
[www.postpanic.nl](http://www.postpanic.nl)

Using motion capture of Brazil's soccer wizard Roberto Carlos, Amsterdam-based motion graphics and print studio PostPanic envisions what has to be the most stylish sports videogame ever with this ambitious in-store video seen in Nike outlets across Europe, the Middle East and Africa. The Art Directors Club of The Netherlands awarded this spot their 2005 Lamp Award for art direction.

stash 09.24

**PUMA “CHARCOAL”  
TVC :27**

**Director:**  
**MICHAEL WALDRON**

**Animation:**  
**NAILGUN\***

[www.nailgun.tv](http://www.nailgun.tv)

Scratching with humble lead pencils on charcoal paper, Manhattan's nailgun create a minimal, organic and tightly choreographed piece that draws on the motifs and colors of pottery crafted by the ancient Greeks. These same Greeks, it is widely rumored, also created the Olympic games.

**For nailgun**

Designer: Michael Waldron  
Director of editorial/animation:  
Erik van der Wilden  
Designer/animator: Charles Kline

Music: “Juice (Know the Ledge)”  
by Eric B and Rhakim

**Toolkit**

After Effects, Photoshop,  
Illustrator, Garage Band, Canon  
GL1, 3 Ebony Pencils, charcoal  
paper





#### **For Archrival**

CD: Clint! Runge  
Producer: Joe Goddard  
Animators: Carey Jaques,  
Cassidy Kovanda

#### **For Modern Music & Sound Design**

Composer: Rick Meyer

#### **Toolkit**

Flash, After Effects, Final Cut

#### **SPAM SINGLES “HOT TUB”, “UKELELE”**

**TVCs :15 x 2**

**Client:**  
**HORMEL FOODS**

**Agency**  
**BBDO, Minneapolis**

**Director:**  
**CLINT! RUNGE**

**Design/animation:**  
**ARCHRIVAL**

[www.archrival.com](http://www.archrival.com)

Two of eight animated spots designed, animated and finished by Archrival, a Lincoln, Nebraska brand strategy and design firm, to introduce SPAM Singles. The new campaign takes place in a blue and yellow SPAM world and continues the “Crazy Tasty” theme, a hook that has successfully attracted younger mystery meat fans to the SPAM brand.

#### **For BBDO**

CDs: Denny Haley, Mark Andeer  
Copy: Dan Armstrong  
AD: Dustin Black  
Producer: Amy Jo Schulteis

stash 09.26

**WORDSTOCK 2005**  
**"HOW TO WRITE A STORY"**  
**TVC :30**

**Agency:**  
**FOURSTORIES, PORTLAND**

**Director:**  
**CHEL WHITE**

**Production/animation:**  
**BENT IMAGE LAB**  
[www.bentimagelab.com](http://www.bentimagelab.com)

A public service announcement created for Wordstock 2005, a literary festival featuring guest speakers such as Norman Mailer, Russel Banks, John Irving, Susan Orlean, and many more. Dark and humorous, the piece features a stream-of-conscious look at the writing process, told with animated images straight from the subconscious... or somewhere.



**For FourStories**

CD: Austin Howe  
Copy: Scott Poole  
Producer: Austin Howe  
Account exec: John Drake

**For Bent Image Lab**

EPs: Chel White, Ray Di Carlo  
Producers: Chel White, Randall Wakerlin

DP: Mark Eifert  
Designer: Chel White  
Editor: Steven Miller  
Sound designer/mixer: Lance Limbocker  
Compositors: Steve Balzer, Orland Nutt, Randall Wakerlin.  
Assist compositors: James Birkett, Brian Kinkley, Natasha Kruze.

Still photography: Mark Eifert, Randall Wakerlin, CJ Beaman, Chel White.  
Photoshop: CJ Beaman, Nikole Fraley.

**Toolkit**

After Effects, Avid Adrenaline, Photoshop 7.0, Nikon D-100



## HAN HOOGERBRUGGE

### Recent work

#### Production:

#### SHOP AROUND IN MOTION

[www.shop-around.nl](http://www.shop-around.nl)

#### Design/animation

#### HAN HOOGERBRUGGE

[www.hoogerbrugge.com](http://www.hoogerbrugge.com)

A Rotterdam native who counts Winsor McKay, Damien Hirst, Christopher Walken and Star Trek Voyager among his influences, Han Hoogerbrugge came to cult prominence in the last half of the nineties with a series of web animations based on his autobiographical comic strip *Neurotica*. Hoogerbrugge uses a simplified rotoscoping technique to transfer video frames of his characters to tracing paper then scans the drawings into flash for production.

### Holland Animation Film Festival Open

Design/2D animation:

Han Hoogerbrugge

3D animation: Jeroen Beltman

Sound: Aad den Ouden

### Diesel Dreams Campaign

Design/2D animation:

Han Hoogerbrugge

Sound: Han Hoogerbrugge

### Toolkit

Flash, Cinema 3D



**GORILLAZ "FEEL GOOD INC."**  
Music video

**Record label:**  
**PARLOPHONE**

**Directors:**  
**JAMIE HEWLETT,**  
**PETE CANDELAND**

**Production/VFX/animation:**  
**PASSION PICTURES**  
[www.passion-pictures.com](http://www.passion-pictures.com)

Damon Albarn and Jamie Hewlett, better known as the animated band Gorillaz, are back with their first album since their multi-million selling 2001 debut. This video for the first single fuses drawn and computer animation, painted backgrounds and treated live action. All the animation was done in-house at Passion Pictures with co-director Candeland helming a team of 35 animators, designers and compositors over a 12-week schedule.

**Read more about this project  
and the full credit list at**  
**[www.stashmedia.tv/09\\_28](http://www.stashmedia.tv/09_28)**

**For Passion Pictures**

EP: Andrew Ruhemann  
Producers: Emilie Walmsley,  
Cara Speller  
2D animation: Robert Valley,  
Heath Kenny, Rikke Asbjorn



AD: Daniel Cacouault  
Matte painter:  
Christobal de Oliveira  
CG animation: Wesley Coman  
CG supers: Chris Hemming,  
Antoine Moulineau  
Sr compositor: Johnny Still  
Compositing: Niamh Lines,  
Cassiano Prado, Ed Salkeld  
TD: Mark Wilson

**For Rushes**

VFX: Duncan Malcolm, Marcus  
Wood, Brian Carbin  
Producer: Carl Grinter

**Toolkit:**

Toonz, Lightwave, Photoshop,  
After Effects



#### **For Smuggler**

EPs: Patrick Milling Smith,  
Brian Carmody  
Producers: Allison Kunzman,  
Jeff Miller  
Writers: Filip Engstrom, Sinuhe  
Shrecengost  
DP: Joe Desalvo  
2nd unit photography: Tim Angulo  
Production designer:  
Steve Sumney

#### **For PS260**

Editors: Maury Loeb, Sara Idris

#### **For Q Department**

Sound Design/music super:  
Maury Loeb

#### **SONY DREAMS "LITTLE PONY"**

**Branded content**

**Director:**  
**STYLEWAR/FILIP ENGSTROM**

**Production:**  
**SMUGGLER**

**VFX:**  
**THE MILL**  
**FRAMESTORE CFC**  
**MOVING PICTURE COMPANY**  
**SMOKE & MIRRORS**  
**A52**  
**SWAY**

This is the fourth year Sony placed their newest HD production gear in the hands of A-list advertising directors and their associated production companies. The result is a star-studded invitational branded short film festival designed to help Sony HD technology penetrate the commercials market. This film, from Sweden's Filip Engstrom of the Stylewar directing collective, finds six ace VFX houses donating time and talent to a vivid childhood fantasy of dogfight heroics.

**Read more on this project  
and the full credits at [www.stashmedia.tv/09\\_29](http://www.stashmedia.tv/09_29).**



## On the Cover: The Buzz from Sweden



**Who:** Visual Art Production AB (VA)

**Founded:** 1997

**Where:** Stockholm

**By who:** Partners Johan Sjöstedt and Johan Rimér.

**How big:** Fourteen fulltime staff, freelancers for bigger productions.

**Working with:** Maya, Renderman and Mental Ray for 3D. Flame, Shake and After Effects for the 2D.

**Plan for world domination:** "We feel that Sweden is too small, and we are working more and more with the International market. We are

doing a lot of stuff for London and looking for bigger challenges in the US. Most important is to do really cool stuff."

**The spark:** "We (the two Johan's) grew up together and had the same interests and that was the start of VA. We started like a small 3D house, and developed that to a complete production chain with both concept/design and editing/post production division."

**How they work:** "Our production pipe takes care of everything from brief to delivery. We develop the visual concepts, oversee the film

shoot create the offline, produce the 3D, and post the masterpiece."

**The work comes from:** Scandinavia 60%, rest of the world 40%.

**Marketing plan:** Currently seeking representation in the UK and US.

**Look up to:** ILM, Pixar, Framestore and The Mill.

**Secrets to success:** "We are used to working in smaller teams with smaller budgets and are forced to produce a lot in a short timeline."

**If you could have any band, alive or dead, play the company Christmas party who would it be and what songs would you request?** "Beounce, Britney Spears and Kylie Minogue singing christmas songs just wearing Santa hats."

[www.visualart.se](http://www.visualart.se)



*One of three branded content short films for Absolut*



*3D motion design for Nokia*



*Broadcast IDs for Tv3 Sweden, Norway and Hungary*



*Music video: The Rasmus "Funeral Song"*



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